

AMENDMENTS TO THE CLAIMS

1. (Currently amended) Apparatus for printing and memory tag application onto a base medium, the apparatus having a print head for printing onto the base medium, and a memory tag dispenser movable relative to the base medium for applying memory tags to the base medium, wherein the memory tag dispenser is movable within the apparatus in a direction which is essentially perpendicular to a direction in which the base medium moves in the apparatus in order to enable application of memory tags to the base medium at desired locations.
2. (Original) Apparatus according to claim 1 wherein the print head is movable relative to the base medium.
3. (Original) Apparatus according to claim 2 wherein the base medium is moved along a first axis through or past the apparatus and the print head moves back and forth along a second axis and the memory tag dispenser moves back and forth along a third axis, the second and third axes being substantially perpendicular to the first axis.
4. (Original) Apparatus according to claim 3 wherein the print head and memory tag dispenser are connected together and move in unison along the second and third axes.
5. (Original) Apparatus according to claim 1 wherein the memory tag dispenser includes a supply of memory tags on a flexible substrate and a substrate guide path which takes the substrate past a memory tag application station where memory tags are removed from the substrate and applied to the base medium as required.
6. (Original) Apparatus according to claim 5 wherein the memory tag application station includes a reciprocating member adapted to apply pressure to the substrate opposite the location of a memory tag pushing the memory tag onto the base medium, thus transferring the memory tag from the substrate to the base medium.
7. (Original) Apparatus according to claim 5 wherein the memory tag dispenser further includes a data write station where data is written to the memory tags and which

is located such that the substrate passes it shortly before passing the memory tag application station.

8. (Original) Apparatus according to claim 7 wherein the data write station also reads the memory tags after writing to them to check that the data has written correctly.

9. (Original) Apparatus according to claim 7 wherein the memory tag dispenser further includes a data check station which the memory tags pass after the data write station and where the memory tags are read and the data checked with that written at the data write station.

10. (Original) Apparatus according to claim 3 wherein the base medium passes the print head before passing the memory tag dispenser.

11. (Original) Apparatus according to claim 1 wherein it is adapted to handle base medium in sheet form which passes through the apparatus.

12. (Original) Apparatus according to claim 11 wherein the base medium passes through the apparatus with a surface towards the print head and the memory tag dispenser, and the printing and the memory tag are applied to that surface.

13. (Original) Apparatus for printing and memory tag application onto a base medium, the apparatus having a print head for printing onto the base medium, and a memory tag dispenser movable relative to the base medium for applying memory tags to the base medium wherein the base medium is moved along a first axis through or past the apparatus, the print head does not move, and the memory tag dispenser moves back and forth along a third axis which is substantially perpendicular to the first axis.

14. (Original) Apparatus for printing and RFID tag application onto a base medium in sheet form, the apparatus having a print head for printing onto the base medium, and an RFID tag dispenser movable relative to the base medium for applying RFID tags to the base medium, wherein the base medium is moved along a first axis through or past

the apparatus, the print head moves back and forth along a second axis, and the RFID tag dispenser moves back and forth along a third axis, the second and third axes being substantially perpendicular to the first axis and parallel to each other.

15. (Currently amended) A method of printing onto a base medium and applying a memory tag to the base medium comprising ~~the steps of~~:

- i) feeding the base medium along a first axis past a print head;
- ii) printing onto the base medium;
- iii) feeding the base medium past a memory tag dispenser, and
- iv) moving the memory tag dispenser relative to the base medium and essentially perpendicular to the first axis and applying a memory tag to the base medium at a desired location.

16. (Currently amended) A method according to claim 15 ~~wherein it further comprises the step of~~ comprising moving the print head relative to the base medium.

17. (Original) A method according to claim 16 wherein the movement of the print head relative to the base medium is along a second axis substantially perpendicular to the first axis.

18. (Currently amended) A method according to claim 15 wherein the movement of the memory tag dispenser relative to the base medium is along a third axis substantially ~~parallel~~ perpendicular to the first axis.

19. (Original) A method according to claim 15 wherein it further comprises the step of writing data to the memory tag, prior to applying it to the base medium.

20. (Original) A method according to claim 19 wherein it further comprises the step of reading the data on the memory tag and checking it against the data written to it.

21. (Original) A method according to claim 15 wherein the memory tag is applied to the base medium at a location printed with a preselected icon.

22. (Original) A method according to claim 15 wherein a plurality of memory tags are applied to the base medium.

23. (Currently amended) A method of printing onto a base medium and applying a memory tag to the base medium comprising ~~the steps of~~:

- i) feeding the base medium along a first axis past a print head;
- ii) moving the print head relative to the base medium along a second axis substantially perpendicular to the first axis;
- iii) printing onto the base medium;
- iv) feeding the base medium past a memory tag dispenser;
- v) moving the memory tag dispenser relative to the base medium along a third axis substantially perpendicular to the first axis; and
- vi) applying a memory tag to the base medium at a desired location.

24. (Currently amended) A method of printing onto a base medium in sheet form and applying an RFID tag to the base medium comprising ~~the steps of~~:

- i) feeding the base medium along a first axis past a print head;
- ii) moving the print head along a second axis substantially perpendicular to the first axis;
- iii) printing onto the base medium;
- iv) feeding the base medium past an RFID tag dispenser;
- v) moving the RFID tag dispenser along a third axis substantially perpendicular to the first axis and substantially parallel to the second axis; and
- vi) applying an RFID tag to the base medium at a desired location.